Appl. No. 09/349,676

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	:	Kristen Diane Ondeck
Appl. No.	:	09/349,676
Filed	:	08 July 1999
Title	:	Post-Sales Customization According To Retailer's Specification
Docket No.	:	PHA 23681

Grp./Art Unit : 3622

Examiner: J. Janvier

Patricia Lewis
#20/E
5·27·03

Assistant Commissioner for Patents

RESPONSE and AMENDMENT

Sir:

This is in response to the Office Action of 14 January 2003.

IN THE TITLE

Please delete the present title and insert therefore the following new title:

METHOD OF CUSTOMIZING A PROGRAMMABLE PRODUCT BASED UPON

A RETAILER IDENTIFICATION CODE

IN THE CLAIMS

Please cancel Claims 1-9.

Please add new Claims 10-24 as follows.

1   10. (New) A method of converting a base product into a retailer-specific product,

2   comprising:

3   providing at least one base product to each of a plurality of retailers, each

4   retailer having indentifying information;

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